

Retail and Classified Display Advertising Rates

{ Open Rates }

National Inch Rate: \$19.05

Commissionable (15%) to recognized agencies.

Open Rate: \$16.19

Association Rate: \$12.95

For bonafide associated business groups.

Milestone Rate: \$12.95

This discounted rate is available for prepaid personal announcements, including birthdays, anniversaries, engagements, graduations, promotions, special honors or awards, and memorials for loved ones.

Civic Rate: \$11.33

For charitable, private and non-profit organizations.

Pickup Rate Discount: 25%

Any display ad is eligible for a 25% pick-up rate when your advertisement is run with no changes in one or both of the next available publications. Discounted insertions are not counted toward contract fulfillment. Does not apply to special-rate ads.

{ Contract Rates }

Weekly

Inches	52wks	26wks	13wks
129	\$9.07	\$10.52	\$11.33
64	\$9.71	\$11.17	\$11.98
32	\$10.04	\$11.50	\$12.31
21	\$10.36	\$11.82	\$12.63
16	\$10.69	\$12.14	\$12.95
8	\$11.01	\$12.47	\$13.28
4	\$11.33	\$12.79	\$13.60

Monthly

Inches	12mo	6mo	3mo
554	\$9.23	\$10.69	\$11.50
372	\$9.88	\$11.33	\$12.14
168	\$10.20	\$11.66	\$12.47
84	\$10.50	\$11.98	\$12.79
43	\$10.85	\$12.31	\$13.11
21	\$11.17	\$12.63	\$13.44

Annual

Inches	12mo
1,008	\$12.14
504	\$12.47
252	\$12.79

{ Color Rates }

	Open Rate	Contract
Spot Color, ea.	\$105.00	\$90.00
Process	\$325.00	\$275.00

Contract rates apply to ads placed by News-Register contract holders.

{ Special Ads }

Front-page Ads: \$280.00
with weekly contract: \$230.00

Page-one ads measuring 7 column inches may be purchased by not-for-profit organizations or businesses wishing to sponsor a public service announcement (2 columns x 3.5 inches).

Grizzly Sponsor: \$11.00/week

Support the outstanding athletes from McMinnville High School by sponsoring the Grizzly of the Week space in each Saturday's Sports section during the school year.

Church Page: \$6.00/week

List your church in our Church Directory every Saturday.

Church Sponsor: \$8.00/week

Show your civic mindedness by supporting McMinnville-area churches on the Church Page every Saturday.

{ Display-Ad Deadlines }

Wednesday 5 p.m. **Friday**

Saturday 5 p.m. **Wednesday**

{ Published Sections }

Each Wednesday

- Best Food Day
- Classifieds
- Connections
- Main/News
- On the Town
- Senior News
- Sports

Each Saturday

- Business/Agriculture
- Church Page
- Classifieds
- Connections
- Main/News
- Sports
- Viewpoints
- Yamhill Valley Homes & Real Estate

The Fine Print

Yamhill Valley News-Register

611 NE Third street • PO Box 727
McMinnville, OR 97128 • 503-472-5114 • Fax: 503-472-5997

General Policies

The Publisher may refuse any ad or preprint at any time.

The News-Register's liability for any error in a published advertisement will not exceed the portion of space in which the error occurred and will be limited to the first publication of the advertisement. The Advertiser is responsible for notifying the News-Register of any error in time for correction before the second insertion.

Requests for positioning will be given every consideration, however no placement guarantees will be given or assumed.

The minimum ad size for display advertising is 2 column inches. Advertising prepared in whole or part by the News-Register staff becomes the property of the News-Register. Permission in writing must be obtained before said advertising may be used in any other publication.

Terms & Conditions

Credit and charge privileges will be established through application and approval.

Local rates are non-commissionable. Contract rates are based on conditions noted in the signed advertising agreement.

Display advertising is charged as the advertisements appear on the printed page to the nearest quarter-inch in depth.

Advertising cancelled after it has been type set will be charged at a rate of \$2.00 per column inch.

Advertising space, including preprinted inserts will not be sold to anyone for the purpose of resale.

Payments in full are due within 30 days of the billing date indicated on the statement. Amounts unpaid by the end of the following billing cycle have a 1.5% late fee added per month (18% APR). Accounts with balances 30 days or more past due may have credit discontinued.

Mechanical Specifications/Dimensions

News-Register standard pages are 6 columns wide by 21.5 inches deep.

Dimensions

Columns	Inches
1	1.6157
2	3.3704
3	5.1250
4	6.8796
5	8.6343
6	10.3889
7	13.1158
8	14.8704
9	16.6250
10	18.3796
11	20.1342
12 (Dbl. Truck)	21.8888

Advertisements that exceed 19 inches on a standard page will be billed at a full column depth: 21.5 inches standard.

Political Advertising

Normal rates, contracts and discounts apply to political advertising. Any advertising this newspaper, at its discretion, deems political in nature, must be prepaid. That includes, but is not limited to, all advertising by candidates or holders of political office; advertising related to ballot measures or proposed ballot measures; issues before a legislative body, etc.

While disclaimers are no longer required on political advertising by state law, this newspaper considers the name and address of persons paying for political advertising to be a matter of public record. The name and address of persons or organizations paying for such advertising will be available to the public.

Ads Not In English

We will accept advertising in languages in any language. Ads not in English require submission of an accurate translation of those ads so we may review them for acceptability. No translation service is offered by the News-Register.

Special Services

Artwork: Original artwork, photo manipulations and illustration produced by ad services staff for advertisements will be charged at \$50/hour.

Electronic Submissions

For complete information on file types we support, please refer to the advertising section on newsregister.com, or ask your sales representative.

Stephanie Baker • 503-883-6253
Terrilyn Goodman • 503-883-6252
Rhonda Pope • 503-883-6256
Terry Conlon • 503-883-6258

{ Advertising Rates Effective January 1, 2009 }

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McMinnville, OR 97128

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